

Press

Meat Expo China
China International Trade Fair for the Meat Industry
Changsha International Convention & Exhibition Center, Hunan, China
14 – 17 September 2017

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Meat Expo China 2017 celebrates successful edition at new location

Refrigeration Industry Summit Forum 2017 facilitated communication between stakeholders

Meat Expo China 2017, organised by Messe Frankfurt (Shanghai) Co Ltd and Circulation Industry Promotion Center of Ministry of Commerce (CIPC), recently drew to a successful close. The fair was held in conjunction with the China Food & Catering Expo (CFCE), which is jointly supported by the Ministry of Commerce and the People's Government of Hunan Province from 14 – 17 September 2017. The two events provided a one-stop sourcing platform for the meat, related products and catering industries.

During the four-day run, the two shows gathered 1,200 companies from 14 countries and regions. The exhibitors occupied 54,000 sqm of exhibition space and recorded 31,806 visits of professional buyers from 41 countries and regions. Exhibitors in Meat Expo China included Changsha Shunfeng Refrigeration, Chuying, Dongguan Dachang, New Wellful, Shanghai Elemotion Technology, Shuanghui, Suzhou Huide Foodstuff Machinery Engineering, TRS group, and more.

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, was satisfied with the result: "The collaboration with CFCE was a success. The fair was a gateway to the Chinese meat and catering industry, especially in the burgeoning meat market of Hunan, showcasing the entire meat processing supply chain. Visitors not only could access to the meat products, but related technology too. I am convinced that the show will continue to grow as a leading industry event."

CIPC's Deputy Director, Ms Zhengmin Lu, also commented: "The show gathered professionals from both upstream and downstream of the industry chain, and also connected high-calibre buyers from South Central China. I am pleased to see both exhibitors' and visitors' positive feedback following the show, and I am confident that Meat Expo China will continue to play a key role in the meat industry in China in future

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years.”

As one of the biggest meat producing and processing bases in China, the relocation attracted new exhibitors to capture the booming meat market of Hunan. Shanghai Elemotion Technology Co Ltd exhibited for the first time, and was impressed by the show’s effectiveness. Mr Lei Li, Marketing Manager of the company, commented: “Hunan is renowned for spicy snacks such as spicy chicken wings and chicken feet, which is very beneficial to us as we manufacture automatic vacuum packing machines for meat-related products. Central China is developing very fast with huge opportunities in the meat industry. Meat Expo China helps us to step into this market, as we met a lot of professional buyers and are already in the final stages of discussion with them.”

With the geographical advantage of Hunan, local brands found the show rewarding. Returning exhibitor, Hunan New Wellful Co Ltd, has been joining the fair since its first edition. The company’s representative, Mr Wenxiong Sheng, commented: “It’s a great place to enhance our brand image as a leading meat products, sausages and frozen food company in Hunan. It helps us to stand out from the others as a pioneer in the industry with a complete supply chain from breeding, production to selling. Our products are also fresh and healthy without adding preservatives or additives. This is important nowadays to survive in the competitive market and to attract customers. The show here provides a good source of business partners and customers. We met quite a few business-to-business buyers.”

Dongguan Dachang Refrigeration Electrical & Mechanical Engineering Co Ltd manufactures refrigerator panels. Mr Sander Lin, Sales Representative of the company, said holding the show alongside the CFCE facilitates better communication within the industry: “Together with the CFCE, the fair can expand our business network and opportunities. It creates a great platform for us to communicate, and we can understand more what the food and catering industry needs so we can equip ourselves. That also motivates us to do better.”

Besides various exhibitors, the show attracted different buyers’ groups, such as supermarket chains, wholesalers, distributors, slaughterhouses, and more. Mr Lufan Peng, Chairman of the Supervisory Committee of Renrenle Commercial Group Co Ltd, sees great potential in Hunan’s meat industry. He said: “There are lots of meat-related enterprises in Hunan. Apart from sourcing some local snacks and products, we are looking for packaging machines and some equipment for setting up a central kitchen in our supermarkets, so that we can help our customers to process the ingredients they just bought. I located several potential suppliers and will pass the information to our sourcing department for further discussion.”

The show also attracted many international buyers, which enables local products to be exported overseas. Mr Naveed Ahmad Randhawa from Pakistan is the Director Imports of N & R Private Ltd, a trading company. He said: “I am looking for meat-related machinery, such as packaging, labelling and processing machines. I just came here for a few hours and

already found what I need. I think Meat Expo China can definitely help the industry grow because people can find different kinds of meat-related products, not only meat, but related technologies and machinery. Visitors can understand more about the meat industry in South Central China.”

Refrigeration Industry Summit Forum 2017 facilitated communication between stakeholders

The Refrigeration Industry Summit Forum 2017 took place on the first day of the fair. Numerous distinguished industry leaders from the refrigeration sector were invited to explore industry innovations and product upgrades. Mr Yiqiang Li, President of Qianghua Information Technology Co Ltd, presented on the topic, “The transformation of Refrigeration Enterprises under Internet +”. He hoped to help the refrigeration industry better fit into the meat and food industry. He said: “The refrigeration industry plays a vital role in the meat industry. Using advanced refrigeration technologies, customers can increase their profit, but our potential buyers do not understand the related technologies. I think the forum created a platform for both sides to communicate. Not only for the meat industry to understand us, but we can know more about their needs.”

Mr Weiwei Yan, Sales Manager of Shanghai Kangye Refrigeration Equipment Co Ltd, attended the forum. He added: “The forum facilitated the communication between the end-users and the refrigeration enterprises. End-users normally will just compare the price of different companies as they do not understand the technologies, but now they can understand more through the forum. It also helps us to expand our business network.”

The next edition of Meat Expo China will be held in autumn 2018 at the Changsha International Convention & Exhibition Center. For more information, please visit: www.meatexpochina.com, or e-mail meatexpo@china.messefrankfurt.com.

Messe Frankfurt is one of the world’s leading trade show organisers responsible for world famous technology and production trade shows including IFFA, the leading international trade fair for processing, packaging and sales in the meat industry. IFFA is held every three years in Frankfurt, Germany. The next edition will be held from 4 – 9 May 2019. More details are available at www.iffa.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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